

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
DETERMINING PRODUCT SUPPLY PARAMETERS IN A SUPPLY CHAIN  
MANAGEMENT FRAMEWORK**

5

**ABSTRACT**

10 A system, method and computer program product are disclosed for determining product  
supply parameters in a supply chain management framework. Data is received from a  
plurality of supply chain participants of a supply chain utilizing a network. The received  
data relates to the sale of products by the supply chain participants. Product supply  
parameters corresponding to each supply chain participant are then determined based on  
information including the data. Next, corresponding product supply parameters is  
communicated to at least one supply chain participant.